

LYNETTE TERRILL  
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## EDUCATION

University of Toronto  
Master of Information Studies

Fall 2007 – Summer 2009

University of North Texas  
Bachelor of Arts, Anthropology

Fall 1996 – Spring 2001

## WORKPLACE EXPERIENCE

Self-employed, April 2008 – present

*Freelance web developer*

- Built and enhanced the online profiles of clients through a range of services including building web sites with PHP, Wordpress, DotNetNuke, and other content management systems.
- Provided high-quality, accurate research support for upcoming client initiatives.
- Put clients in consistent contact with their customers with mass emails following best business practices.
- Encouraged greater self-sufficiency in clients through integrated presentation of instructional content, provision of instructional guides, and training of staff where applicable.

Motum b2b, Toronto, December 2005 – April 2008

*Assistant information manager / Junior web developer*

Supervisor: Scott Moore

- Supported writing, PR, and interactive technology teams in creating dynamically-generated web sites using combinations of PHP, HTML, CSS, and MySQL.
- Boosted client visibility on the Internet using a variety of “Web 2.0”-based advertising campaigns; ensured accountability to clients by processing and analyzing website statistics for the sites maintained by motum b2b using Google Analytics.
- Consulted on the development of new company initiatives with online research.
- Ensured smooth and efficient operation of day-to-day office environment through careful maintenance of on-site resource libraries (physical and digital) and provision of some front-of-office work (directing calls, preparing packages, greeting clients, etc.)

Half-Price Books, Irving, Texas, August 2002 – May 2005

*Bookseller*

Supervisor: Rachel Lehrberger

- Maintained a high setpoint of quality control in childrens'/young adult sections of a bookstore specializing in used books, using advanced knowledge of literature for children and young people to balance depth of collection with current trends.
- Provided readers' advisory services to young people, parents, and teachers.
- Mediated conflicts and improved communication between staff and patrons.

## **VOLUNTEER AND PROJECT EXPERIENCE**

*Intern, Canadian Children's Book Centre (CCBC) (ongoing)*

- Accurately catalogues library materials using the Dewey Decimal System for a Drupal-based web catalogue.
- Writes timely and concise reviews of picture books and young adult materials for quarterly *Book News* publication.

*Volunteer, AskON Virtual Reference – Public Sector (ongoing)*

- Provides outstanding digital reference service using active listening techniques and knowledge of an extensive variety of electronic databases and research-oriented web sites.
- Utilizes information literacy instruction techniques to help patrons build research skills.

*Practicum student, Tea and Books Program Evaluation, Toronto Public Library (Richview branch)*

- Designed and implemented surveys for library staff and patrons to assist with an evaluation for "Tea and Books," a readers' advisory program.
- Performed light descriptive statistical analysis on the results, helping TPL determine future directions for the program.

*Co-Chair, Children & Youth Advocacy interest group, University of Toronto*

- Successfully advocated for continued support of coursework at the Faculty of Information targeted toward children and youth by researching and writing a document with fellow co-chairs emphasizing the importance of library services and literacy in the lives of young people.

## **OF ADDITIONAL INTEREST**

- Member, Ontario Library Association, Special Library Association.
- Classroom training in archival preservation and conservation techniques.